

--39. The method according to claim 20, wherein the remote computer is contacted using contact data for the remote computer.

40. The method according to claim 29, wherein the remote computer is contacted using contact data for the remote computer.

41. A method for displaying advertisements to an exerciser while the exerciser exercises on an exercise apparatus connected to a communication link, the method comprising:  
contacting a computer over the communication link using contact data for the computer;  
receiving at the exercise apparatus advertisements transmitted over the communication link from the contacted computer; and  
displaying the advertisements received from the contacted computer on a display device of the exercise apparatus while the exerciser exercises.

42. The method according to claim 41, wherein the computer is contacted in response to an exerciser input to the exercise apparatus.

43. The method according to claim 41, wherein the communication link is connected to at least one other exercise apparatus.

44. The method according to claim 41, further comprising:  
displaying exercise-related data on the display device of the exercise apparatus while the exerciser exercises.

45. The method according to claim 44, wherein the exercise-related data comprises one or more of exercise time, exercise level and number of calories burned.

46. The method according claim 41, wherein the display of advertisements changes in response to inputs from the exerciser.

47. The method according to claim 41, wherein the display of advertisements changes periodically.

48. A computer-readable medium for an exercise apparatus storing computer-executable instructions for performing the steps recited in claim 41.

49. A method for displaying advertisements to an exerciser while the exerciser exercises on an exercise apparatus connected to a communication link, the method comprising:

- receiving at the exercise apparatus advertisements transmitted from a computer connected to the communication link;
- storing the received advertisements; and
- displaying the stored advertisements on a display device of the exercise apparatus while the exerciser exercises.

50. The method according to claim 49, wherein the received advertisements are addressed to the exercise apparatus.

51. The method according to claim 49, further comprising:  
displaying exercise-related data on the display device of the exercise apparatus while the exerciser exercises.

52. The method according to claim 51, wherein the exercise-related data comprises one or more of exercise time, exercise level and number of calories burned.

53. The method according to claim 49, wherein the display of advertisements changes in response to inputs from the exerciser.

54. The method according to claim 49, wherein the display of advertisements changes periodically.

55. The method according to claim 49, wherein the advertisements are received after the computer is contacted from the exercise apparatus.

56. The method according to claim 49, wherein the advertisements are received after the computer contacts the exercise apparatus.

57. A computer-readable medium for an exercise apparatus storing computer-executable instructions for performing the steps recited in claim 49.

58. A method for an exercise apparatus, the method comprising:  
receiving at the exercise apparatus advertisements transmitted from a computer;  
displaying the advertisements received from the computer on a display device of the  
exercise apparatus while an exerciser exercises; and  
transmitting data from the exercise apparatus to a different computer.

59. The method according to claim 58, wherein the data transmitted to the different  
computer comprises exercise apparatus use data.

60. The method according to claim 58, wherein the data transmitted to the different  
computer comprises exercise program selection data.

61. The method according to claim 58, further comprising:  
displaying exercise-related data on the display device of the exercise apparatus while the  
exerciser exercises.

62. The method according to claim 61, wherein the exercise-related data comprises  
one or more of exercise time, exercise level and number of calories burned.

63. A computer-readable medium for an exercise apparatus storing computer-  
executable instructions for performing the steps recited in claim 58.

64. A method for displaying advertisements to exercisers at a health club facility while the exercisers exercise on exercise apparatuses connected to a communication link, the method comprising:

C<sup>2</sup> receiving data respectively addressed to each of the exercise apparatuses, the data including advertisements; and

displaying the received advertisements on display devices of the exercise apparatuses while the exercisers exercise.

65. The method according to claim 64, further comprising:

displaying exercise-related data on the display devices of the exercise apparatuses while the exercisers exercise.

66. The method according to claim 65, wherein the exercise-related data comprises one or more of exercise time, exercise level and number of calories burned.--

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#### REMARKS

Reconsideration and allowance of the subject patent application are respectfully requested.

The title has been changed to be more clearly indicative of the subject matter to which the claims are directed.

Claims 20-22 and 25-38 were rejected under 35 U.S.C. Section 102(b) as allegedly being anticipated by Melton *et al.* (U.S. Patent No. 4,542,897). For the reasons set forth below, Applicant traverses this rejection.